

## COMMUNICATIONS DIRECTOR

FLSA Code: E

Job Code: 1120

### GENERAL DEFINITION AND CONDITIONS OF WORK:

Performs intermediate professional work in the Office of the City Manager providing a full range of public information plus citizens, media and community relations programs. Work includes responsibility for writing and editing newsletters, feature articles, news releases or scripts for cable TV and slide shows, as well as assisting the Executive Assistant to the City Manager with researching, compiling and editing materials for public information purposes. Work is performed under the supervision of the City Manager. Supervises staff as assigned.

This is light work requiring the exertion of up to 20 pounds of force occasionally, up to 10 pounds of force frequently, and a negligible amount of force constantly to move objects; work requires stooping, kneeling, crouching, reaching, standing, walking, lifting, fingering, and repetitive motions; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; visual acuity is required for depth perception, color perception, preparing and analyzing written or computer data, operation of machines, determining the accuracy and thoroughness of work, and observing general surroundings and activities; the worker is not subject to adverse environmental conditions.

### ESSENTIAL FUNCTIONS/TYPICAL TASKS:

#### **Coordinating media relations; preparing news releases; preparing media kits, web page, speech materials calendars, brochures and informational documents; coordinating special events.**

Writes special articles, cable television and slide show scripts and news releases, and edits articles for publication.

Researches and prepares material for news releases, public service announcements, speeches, articles, award submissions, proclamations and responses to citizens upon request;

Liases with media representatives, citizens and government officials;

Manages, coordinates and produces a variety of periodic and special publications for the city and school system;

Prepares information brochures for citizens and employees including city annual report, services guide and calendar;

Conducts marketing and research projects in support of Economic Development Director;

Prepares promotional programs on City's cable TV, presents public information pieces, etc.

Conducts surveys and provides analyses of findings;

Performs research on special projects as assigned by the City Manager;

Participates in various activities or committees as assigned;

Photographs various City events as requested.

Performs related tasks as required;

### REQUIREMENTS/EDUCATION/EXPERIENCE:

Graduation from college with degree in public relations, communications, journalism, or related field and considerable experience preferably in the public sector or with a local government; demonstrated success in writing, editing and presentation techniques of city programs, policies, and structure; demonstrated ability to develop promotional copy and perform technical editorial work, write public information reports and releases; work closely at all levels with various citizens, committees, and staff members and to establish and maintain effective working relationships with associates; excellent interpersonal and communication skills; good research and organization skills. An equivalent combination of training and experience may be considered.

This is a class description and not an individualized job specification. The class description defines the general character and scope of duties, responsibilities, and requirements of all positions in one job classification, but is not all inclusive. Duties, responsibilities and requirements may be added, deleted or changed at any time at the discretion of management.